

IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ▼

HUMAN RESOURCES ENTERPRISE

INFORMATION SPECIALIST 3

DEFINITION

Develops and manages a statewide multi-media information/public relations program for a medium to large state agency involved in controversial programs and issues on a regular basis or performs lead work duties over lower level Information Specialists and other employees; performs related work as required.

The Work Examples and Competencies listed are for illustrative purposes only and not intended to be the primary basis for position classification decisions.

WORK EXAMPLES

Assists supervisor by performing such duties as instructing employees, answering questions, distributing and balancing the workload and checking work; may make suggestions on selection, promotions and reassignments.

Plans and coordinates the operation of a public relations and/or public information section of an agency by developing goals and objectives, and determining priorities and evaluation techniques.

Prepares and issues news releases, often involving controversial topics by thoroughly researching the subject matter and ensuring that it is distributed in a timely manner.

Edits and rewrites publications and reports written by other agency staff to ensure grammar and punctuation are correct and it is appropriate for the intended audience.

Establishes and maintains liaison with newspapers, television and radio stations, other governmental agencies and private businesses by meeting with them periodically.

Writes departmental newsletter to keep employees informed of policies, programs, activities and objectives of the department.

Develops public service announcements for radio and television to promote or inform the public of the role of or services provided by an agency.

Serves as spokesperson for a state agency by representing the agency at press conferences and other public functions to ensure that the public receives accurate information regarding agency policies and programs.

Prepares agency's annual report by gathering appropriate material, editing the materials, and consulting with other staff regarding design, content and layout.

Writes speeches for other agency staff and managers by researching the topic and preparing material that is appropriate for the audience so that the intended message is effectively conveyed.

Lays out and drafts informational material by taking photographs and designing simple graphics to prepare pamphlets, brochures and other material.

COMPETENCIES REQUIRED

Knowledge of effective public relations methods, principles and practices.

Knowledge of the various methods used in the production of written and graphic material.

Knowledge of English composition, grammar and punctuation.

Knowledge of the employing agency's mission and program goals and objectives and related policies.

Ability to effectively represent the agency on controversial issues.

Ability to develop a general knowledge and understanding of departmental programs, policies and objectives.

Ability to comprehend and maintain a working knowledge of agency functions and organization.

Ability to guide others in the preparation of informational materials.

Ability to develop rapport and good working relationships with news media representatives, employees, officials, special interest groups and the general public.

Ability to express oneself clearly and concisely, orally and in writing.

Ability to present material in a style and format that will best be adapted to the needs of the audience served.

Ability to evaluate the public information potential of written material, illustrations, photographs and related material.

Skill in the operation of various sound and picture reproduction apparatus used in the preparation of materials.

Displays high standards of ethical conduct. Exhibits honesty and integrity. Refrains from theft-related, dishonest or unethical behavior.

Works and communicates with internal and external clients and customers to meet their needs in a polite, courteous, and cooperative manner. Committed to quality service.

Displays a high level of initiative, effort and commitment towards completing assignments efficiently. Works with minimal supervision. Demonstrates responsible behavior and attention to detail.

Responds appropriately to supervision. Makes an effort to follow policy and cooperate with supervisors.

Aligns behavior with the needs, priorities and goals of the organization.

Encourages and facilitates cooperation, pride, trust, and group identity. Fosters commitment and team spirit.

Expresses information to individuals or groups effectively, taking into account the audience and nature of the information. Listens to others and responds appropriately.

EDUCATION, EXPERIENCE, AND SPECIAL REQUIREMENTS

Graduation from an accredited four year college or university with a major in journalism, public relations, graphics or communicative arts and experience equal to four years of full-time work in planning and preparing information for dissemination to the public through the media such as newspaper, publications, radio/television or public speaking;

OR

an equivalent combination of education and experience, substituting work experience in planning and preparing information for dissemination to the public through a media such as newspapers, publications, radio/television or public speaking, for the required education to a maximum of four years;

OR

graduate work in journalism, public relations, graphics or communicative arts may be substituted for the required experience on the basis of thirty semester hours is equal to one year of experience with a maximum substitution of one year;

OR

employees with current continuous experience in the state executive branch that includes experience equal to eighteen months of full-time work as an Information Specialist 2.